

October 4, 2002

The Federal Communications Commission
c/o Marlene H. Dortch
Commission Secretary
445 12th Street SW, CY-B402,
Washington, D.C. 20554

Re: Proceeding 02-306

Dear Commissioners:

On behalf of the Black Business Association (BBA), headquartered in Los Angeles, California, I urge your support of SBC Pacific Bell in their efforts to enter California's long distance market. In order for California consumers to benefit from a truly open and fully competitive market, every industry player must be eligible to compete fairly and equitably.

SBC Pacific Bell's entry into long distance comes at a time when the nation's telecommunications industry is in significant turmoil.

Competition in the industry is now the norm, and it is necessary for regulators to apply fair and balanced rules to all providers in order to ensure that competition is based upon investments, technology, and sound business practices.

It is my understanding that the Federal Communications Commission has granted approval for long distance in 23 other states, providing more than 141 million Americans with the benefits of a competitive telecommunications market. Now it is California's turn.

Sincerely,

Earl "Skip" Copper, II
President & CEO

